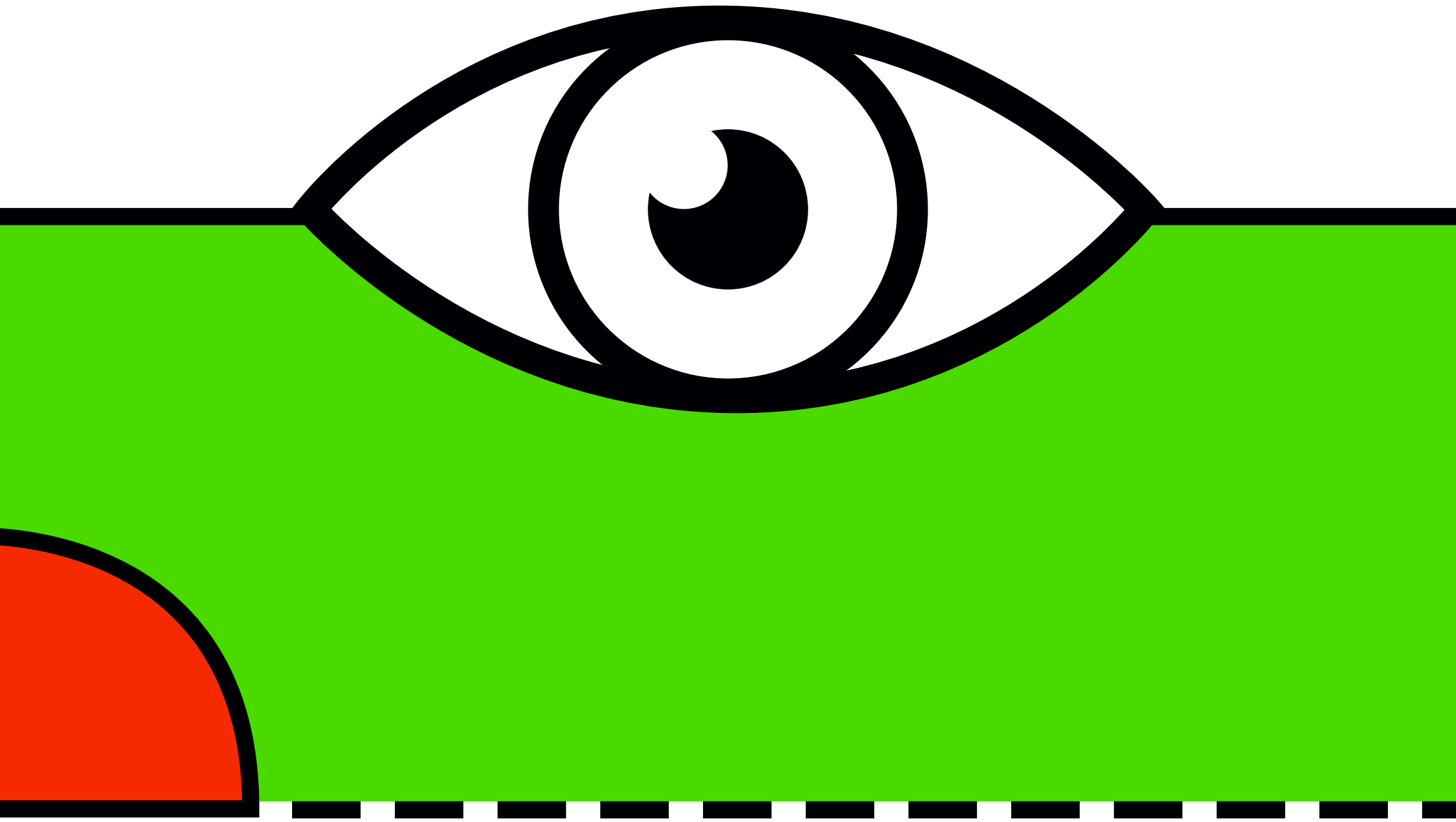
USER SIGHT

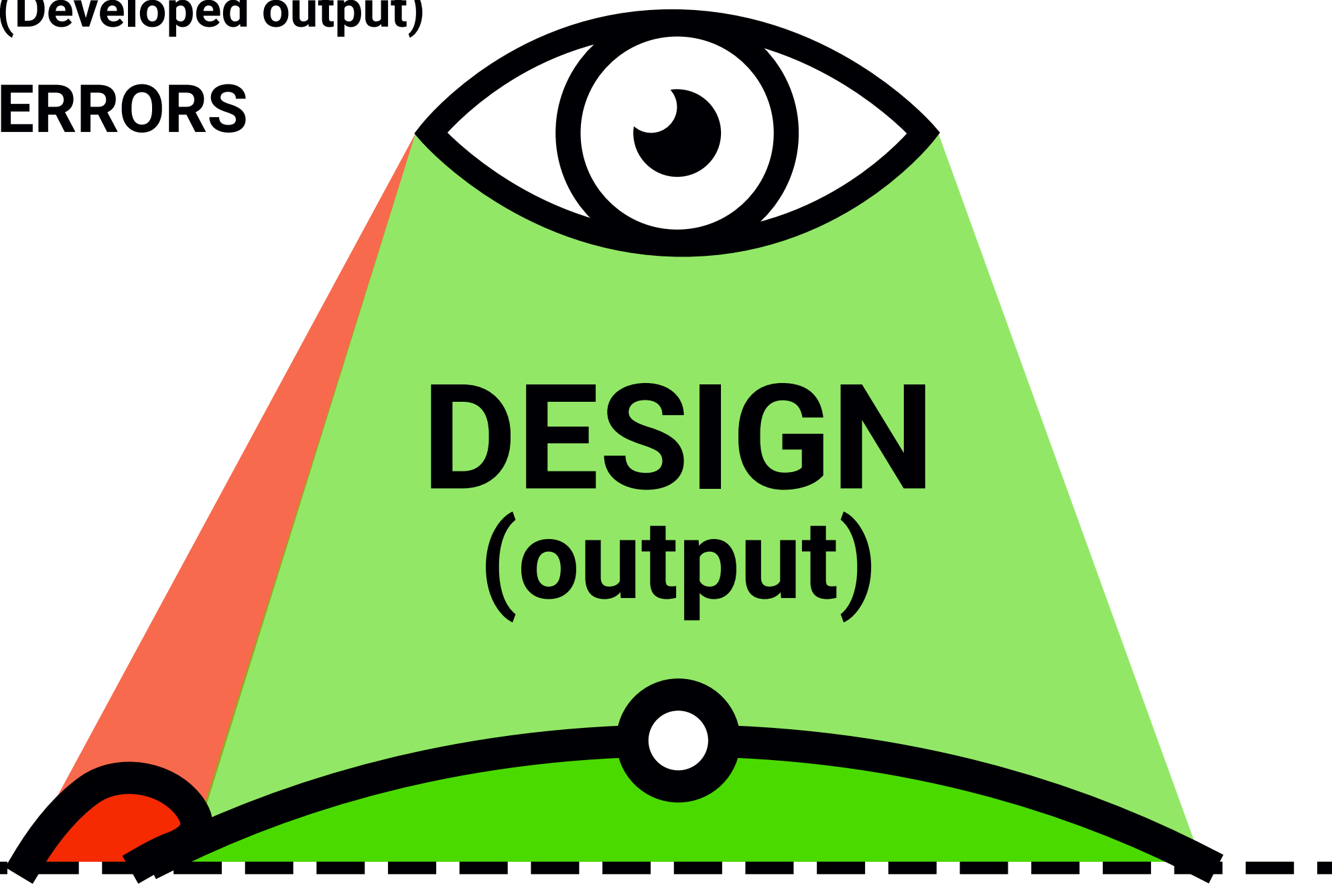


Experience Moment is Now

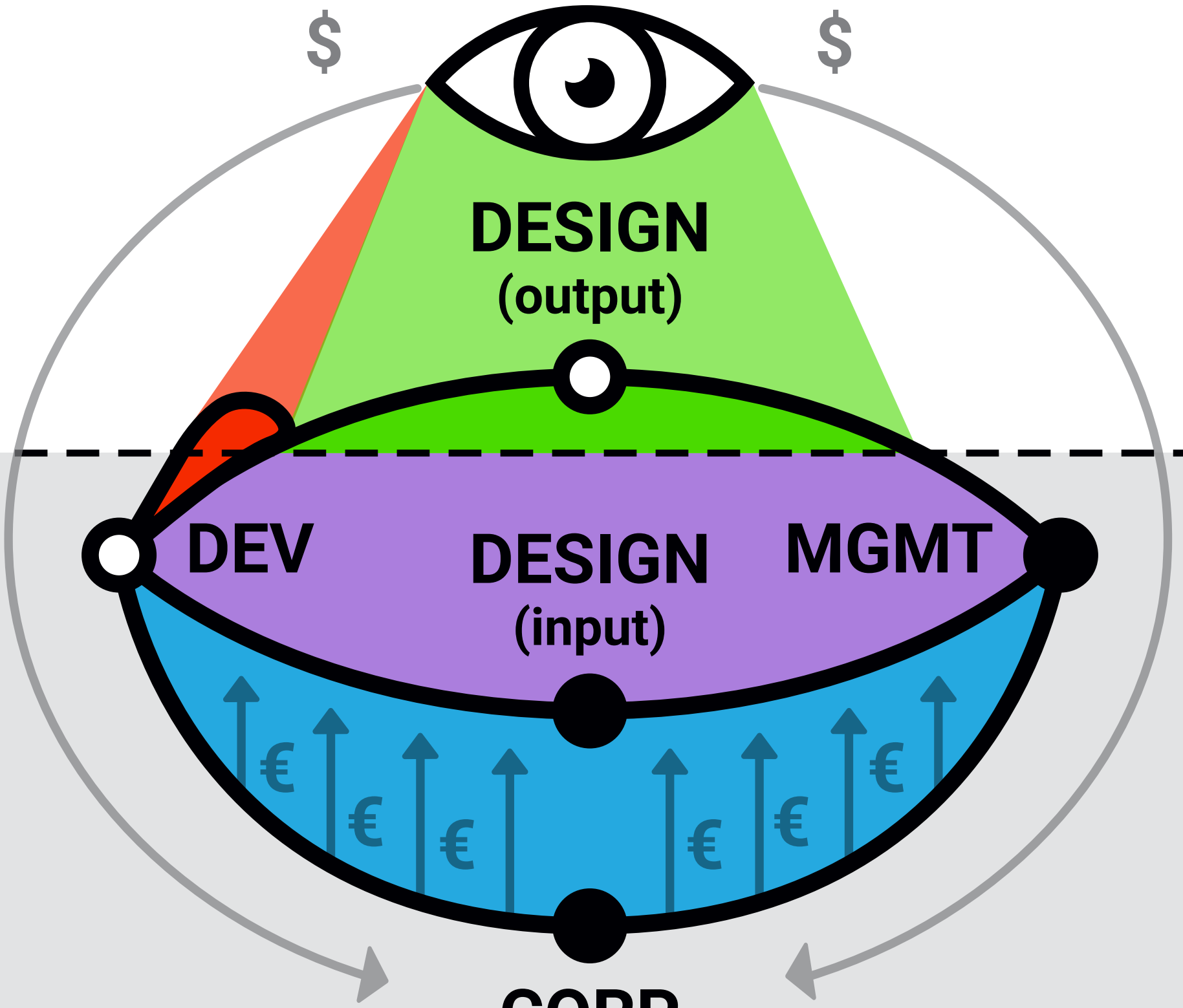
Users Always See “Final Experience”

UX & UI DESIGN
(Developed output)

ERRORS



What User Sees & Feels

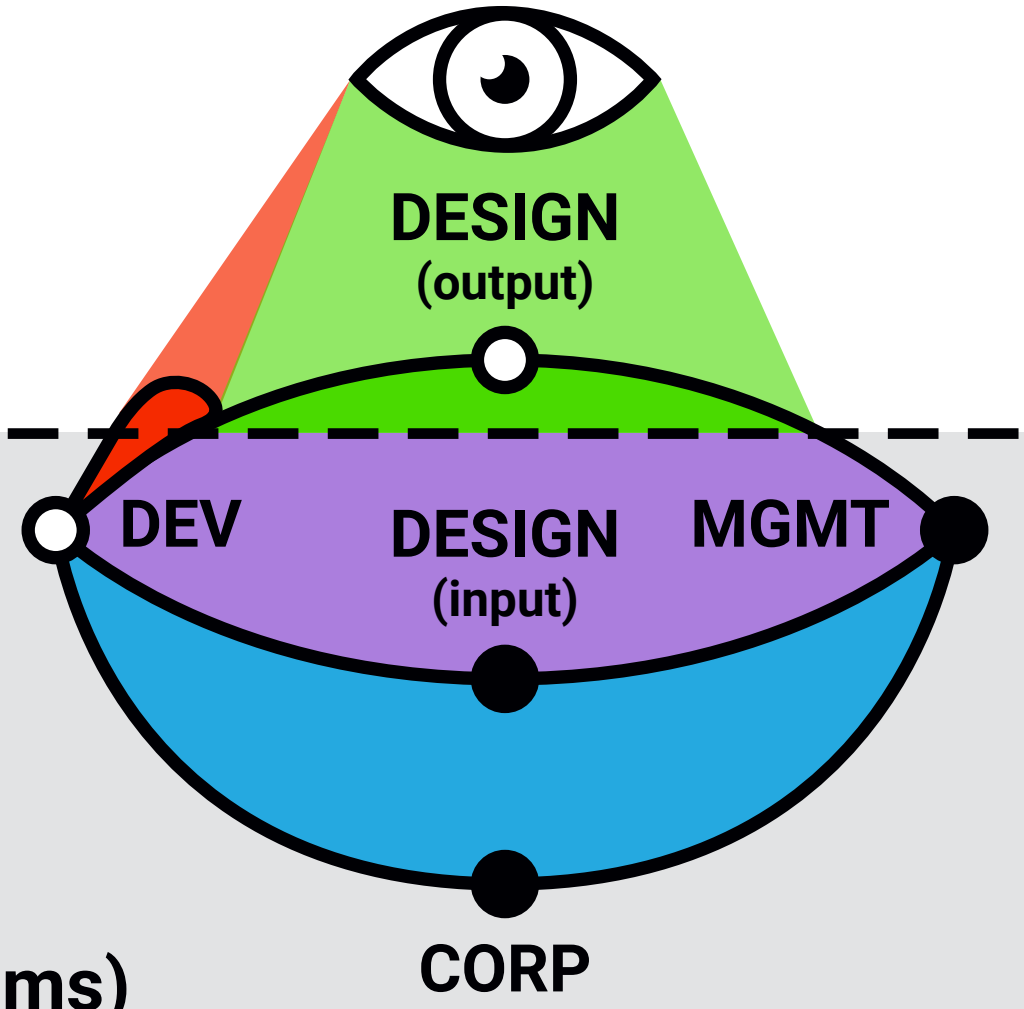


What User Can’t See

User can Experience

Can Feel

- **UX & UI DESIGN**
  (Developed output)
- **ERRORS**
  (Dev/Tech errors)



Can’t Feel

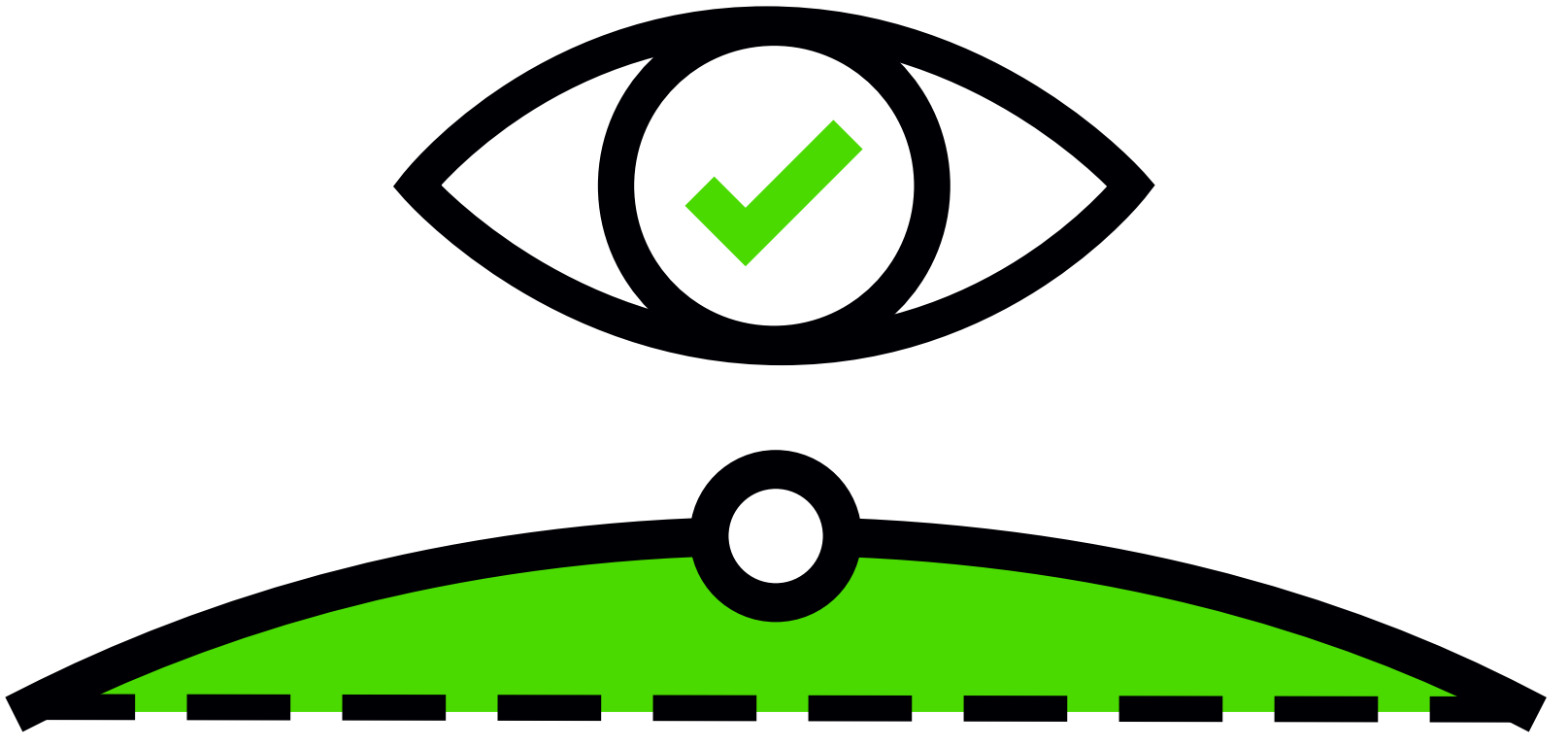
- **CREATIVE WORK**
  (Combined work of All Teams)
- **FUNDATION**

“Out of Sight, Out of Mind”

John Heywood

Delivery?

- ✓ “Value”
- ✓ “Usability”
- ✓ “Innovation”
- ✓ “Relevance”



USERSIGHT

ExperienceMomentisNow

Mihailo Dragojevic
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